



Challenges

- Improve the quality of streaming video
- Quickly add new channels
- Avoid unnecessary infrastructure and new business venture investments

Tata Communications' Solution Benefits

- Hosted solution reduces capital expenses
- Flawlessly handles large volumes of streaming video
- Capacity can be added without impacting network integrity
- Higher quality, more reliable solution
- Global Tier-1 network ensures high-speed, high-performance, TV-quality broadcasts worldwide
- Scalability helps company to quickly monetize TV content online
- Support for high-definition video and other advanced features
- Reduced routing and shortened transits deliver live broadcasts instantly
- No need for expensive hardware, proprietary software, or special media players to view live content

CASE STUDY - NDTV

Content Delivery Network (CDN) Service

Tata Communications Helps NDTV Stream Live News Around the Globe

NDTV Ltd, founded in 1988, is India's largest news and infotainment network, with 23 offices and studios across the country. With its state-of-the-art news gathering and archiving facilities, NDTV focuses on both national and international news, and has successfully launched three news channels in India (including online), and two news channels abroad. They have also pioneered several broadcasting and programming initiatives in Indian television.

Searching for a High-Performance Solution

As online news grew increasingly popular with viewers, NDTV realized they needed an easily scalable content delivery platform that would provide consistently leading-quality video during peak download times. They started looking at additional network providers to meet their growing CDN needs.

Tata Communications caught NDTV's interest because of their ability to deliver high-quality content, especially streaming video and other large files. Tata Communications streams content directly from satellite, which doesn't use client resources, or affect existing processes. This avoids the hassle and expense of new on-premise infrastructure, and provides for maximum uptime when new channels are added.

Improved Video Quality for Less

After officially deciding to partner with Tata Communications, satellite channels were added to CDN to maximize scalability. Video streaming began immediately on NDTV's web site, minimizing the downtime to switch providers. And because Tata Communications' price point was lower, NDTV was able to add more high performance video options, and create new opportunities to monetize TV content.



The CDN platform was also advantageous over competitive solutions because of Tata Communications' robust Tier-1 IP backbone, capable of delivering video worldwide. NDTV was able to save money because Tata Communications has the bandwidth to suit their needs, along with a next-generation network that provides far more nodes than their competitors.



Integration was seamless and performed prior to the national elections in May 2009. On May 16, election results were posted for India's new prime minister and website traffic on NDTV's live video channels spiked as expected. According to NDTV representatives, Tata Communications' CDN handled the increased web hits without any degradation of service, further underscoring their confidence that the CDN platform will be able to easily accommodate significant traffic spikes in the future.



Thanks to the real-time replication algorithm used by Tata Communications' across its distributed origins nodes, incoming live streams are replicated simultaneously on every delivery node instantly by taking advantage of Tata Communications' global Tier-1 IP backbone. This design increases the speed of the solution, achieving a source-to-display delay of less than five seconds, a significant advantage over traditional live products.

New Revenue Opportunities

The affordability of the CDN service helped NDTV fund the recent launch of a business news channel. They were also able to create additional revenue with subscription-based services that were added for business viewers. With Tata Communications' CDN service, NDTV can now offer streaming video at different bit rates (lower for free video and higher for paid or subscription-based streams).

Moving forward, NDTV is looking at additional mechanisms for video delivery, such as offline streaming video, video aggregation, and additional portals and options for customers. Tata Communications' CDN service will allow NDTV to immediately add capacity as needed, without impacting network integrity.

About Tata Communications

Tata Communications, a member of the \$62.5 billion Tata Group, is a leading global provider of a new world of communications. The emerging markets communications leader leverages advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multinational and Indian enterprises, service providers, and Indian consumers.

Tata Communications' range of services include transmission, IP, converged voice, mobility, managed network connectivity, hosting and storage, managed security, managed collaboration, and business transformation for global enterprises and service providers, as well as Internet, retail broadband, and content services for Indian consumers.

For more information please visit CDN.TataCommunications.com or email CDN.Solution@tatacommunications.com.